

KEY INDICATORS – BROADER VIEW

February 2009

FY 2008 (JULY 2007 – JUNE 2008) ESTIMATED ECONOMIC CONTRIBUTION OF STATEWIDE TOURISM IN MISSISSIPPI

TOURISM EMPLOYMENT/PAYROLL

- The 85,000 direct jobs were 7.4 % of the total statewide FY 2008 nonfarm establishment-based employment. The Tourism Industry's activities resulted in an additional 30,790 indirect and induced jobs. Total jobs associated with Tourism equaled 115,790. Multiplier = 1.36.
- The Tourism Industry ranked 6th in total statewide employment—all sectors.
- Annual payroll for the direct jobs was \$1.74 billion. Indirect and induced labor income equaled \$822 million. Total payroll associated with Tourism – direct plus indirect plus induced – was \$2.56 billion. Multiplier = 1.47.

TOURISM EXPENDITURES/CAPITAL INVESTMENT

- Total Tourist/Visitor expenditures were \$6.0 billion.
- Tourism Capital Investment (TCI) totaled about \$687.6 million.
- Selected state Government Tourism expenditures totaled about \$34 million.

STATE TAXES/GENERAL FUND TOURISM REVENUES

- \$436.4 million collected in Tourism State tax revenues.
- \$390.1 million, or 8.1 % (1/12), of the \$4.8 billion State General Fund.

CITY/COUNTY TOURISM TAX REVENUES/FEES

- Tourism comprised \$150 million in City/County tax revenues, comprising state-licensed casinos, special room/restaurant taxes, coastal seawall taxes, motor vehicle/petroleum taxes, TCI permit fees, ABC share of permit fees.

WELCOME CENTER PERSONS SERVICED

- 2,906,700 persons serviced at the Welcome Centers.

KEY INDICATORS (FY 2008 ESTIMATES) – Continued

ADVERTISING EFFECTIVENESS

- For every \$1 spent in domestic consumer advertising, there was an \$12 Return on Investment (ROI) based on the FY 2008 Ad Effectiveness Study.

GROSS STATE PRODUCT (GSP)

- Tourism comprised \$4.2 billion in Total Value Added, or 4.7 % of the GSP.

VISITOR PROFILE HIGHLIGHTS

- 20.2 million total Visitors (Overnight Leisure, Day Leisure, Business).
- 10.1 million domestic Overnight Leisure Visitors, excluding group tours.
- 71 percent of the domestic Overnight Leisure segment was from out-of-state.

STATE-LICENSED CASINOS

- 26,800 casino jobs, plus 3,450 casino hotels jobs, or 30,250 direct jobs.
- 73 percent of the state-licensed casino patrons were from out-of-state.
- \$282.6 million in FY 2008 Tourism Capital Investments.

LODGING HIGHLIGHTS

- 53,719 statewide Hotel/Motel rooms as of June 30, 2008.
- An Average Daily Rate (ADR) between \$72 - \$73 (all hotels/motels).
- An Occupancy Percent of 61.1 for corporate/franchise properties.
- An Occupancy Percent of 82.3 for state-licensed casino hotels.

Please contact Tom Van Hying, Research Program Manager, MDA/Tourism Division; tvanhying@mississippi.org, for questions on these terms/indicators.